

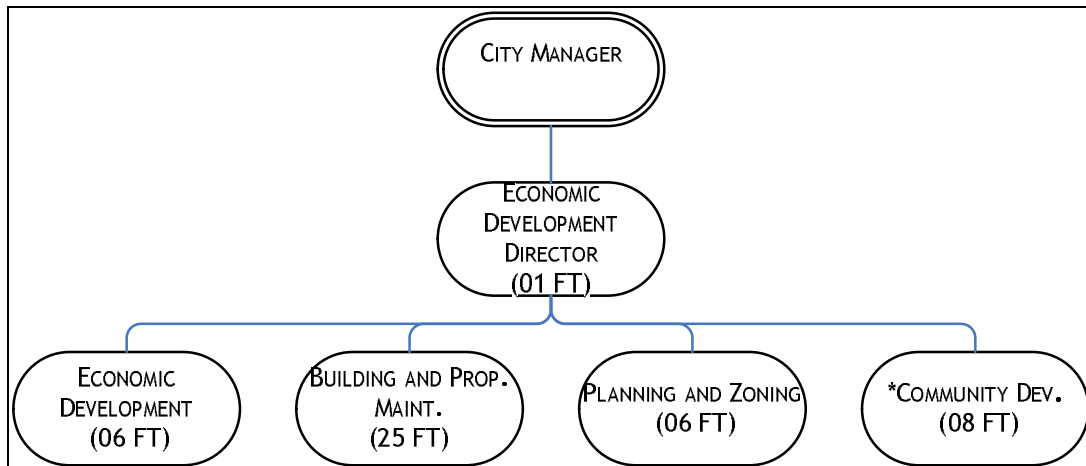
# ECONOMIC DEVELOPMENT

## Mission Statement

*It is the mission of Economic Development to encourage economic development, consistent with the Comprehensive Plan, which 1) expands the long term tax base, 2) provides quality housing for all, 3) encourages jobs and upward mobility for all citizens, 4) enhances the experience and stay of visitors, and 5) improves the quality of life for all residents.*

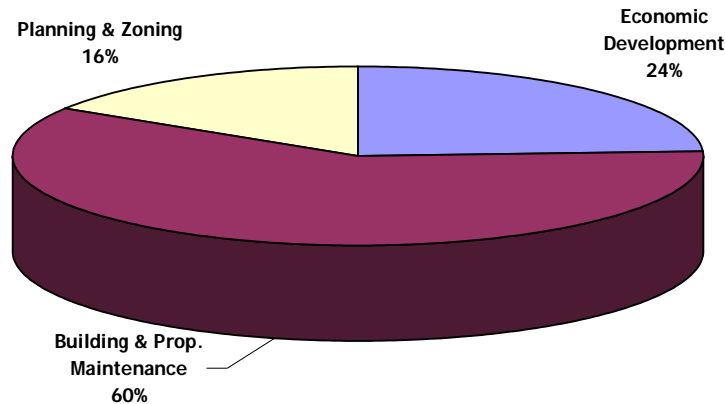
# ECONOMIC DEVELOPMENT OVERVIEW

The Economic Development Department includes the Economic Development Division, the Building and Property Maintenance Division, and the Planning and Zoning Division. These divisions are responsible for the orderly development of the City through land use planning, code enforcement, business recruitment and retention, neighborhood revitalization, annexation, and infill development.



\*Funding and positions with Community Development are reflected in the Community Development, HOME and HOPWA Special Revenue Funds.

# FY 2008-09 ECONOMIC DEVELOPMENT OPERATING BUDGET \$2,809,940

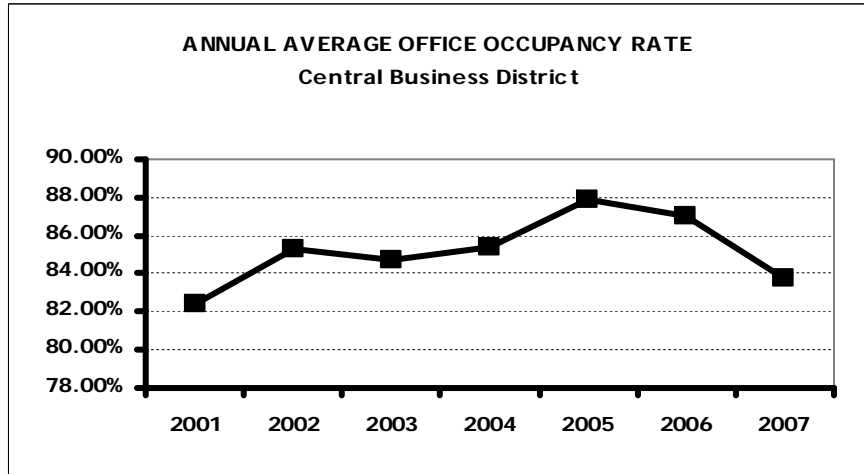


ECONOMIC DEVELOPMENT FY 2008-09 OPERATING BUDGET SUMMARY					
	2005-06 Actual	2006-07 Actual	2007-08 Budget	2008-09 Budget	% Change FY09 - FY08
<b><u>Divisions</u></b>					
Economic Development	\$ 544,415	500,727	694,252	680,656	-2.0%
Building & Prop. Maintenance	1,349,847	1,502,324	1,579,638	1,675,938	6.1%
Planning & Zoning	258,299	379,365	405,366	453,346	11.8%
<b>Subtotal, Divisions</b>	<b>\$ 2,152,561</b>	<b>2,382,416</b>	<b>2,679,256</b>	<b>2,809,940</b>	<b>4.9%</b>
<b><u>Expenditure Category</u></b>					
Personnel Services	\$ 1,787,987	1,960,903	2,207,999	2,336,833	5.8%
Operating Expenditures	332,384	407,950	414,914	433,614	4.5%
Risk Charges	32,190	13,390	48,963	39,493	-19.3%
Capital Outlay	0	173	7,380	0	-100.0%
<b>TOTAL EXP. BY CATEGORY</b>	<b>\$ 2,152,561</b>	<b>2,382,416</b>	<b>2,679,256</b>	<b>2,809,940</b>	<b>4.9%</b>

	2005-06 Actual	2006-07 Actual	2007-08 Budget	2008-09 Budget
<b><u>Authorized Staffing</u></b>				
Economic Development	7	7	7	7
Building & Prop. Maintenance	23	25	25	25
Planning & Zoning	4	6	6	6
<b>TOTAL STAFFING</b>	<b>34</b>	<b>38</b>	<b>38</b>	<b>38</b>

# ECONOMIC DEVELOPMENT DIVISION

Economic Development promotes a variety of activities and programs designed to obtain a healthy balance of strategic growth and improved quality of life. This is addressed by facilitating private development, implementing programs for business retention, pursuing annexation opportunities, developing and implementing plans and strategies for revitalization, recruiting businesses, and cultivating residential development opportunities citywide. This office also oversees the functions of Community Development, whose grant-funded activities are reflected in a special revenue fund. In FY 2004-05, Building and Property Maintenance was moved to Economic Development and in FY 2005-06, the Planning and Zoning Division was created and placed under Economic Development.



ECONOMIC DEVELOPMENT				
	2005-06	2006-07	2007-08	2008-09
	<u>Actual</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
<b>EXPENDITURES</b>				
Personnel Services	\$413,997	\$396,095	\$522,813	\$547,633
Operating Expenditures	122,797	101,809	165,248	126,733
Risk Charges	7,621	2,823	6,191	6,290
Capital Outlay	0	0	0	0
	<b>\$544,415</b>	<b>\$500,727</b>	<b>\$694,252</b>	<b>\$680,656</b>
<b>TOTAL EXPENDITURES</b>				
<b>STAFFING</b>				
Full-Time Staff	<b>7</b>	<b>7</b>	<b>7</b>	<b>7</b>

## FY 2008-09 BUDGET HIGHLIGHTS

The Economic Development budget decreases 2.0% from the FY 2007-08 Adopted Budget and reflects:

- A reduction of \$50,000 due to a one-time contribution to the Pleasantburg Façade program made in FY 2007-08.
- \$8,500 to upgrade business analysis software.

*(ECONOMIC DEVELOPMENT CONTINUED)***STRATEGIC INITIATIVES**

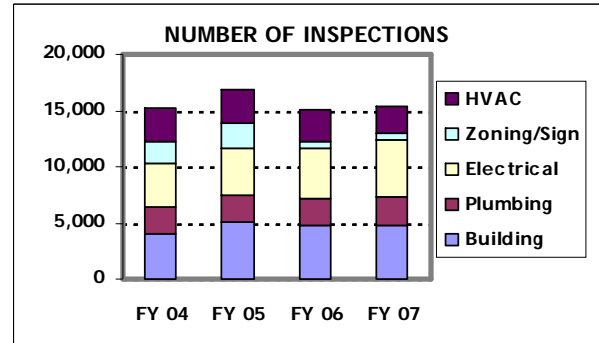
<b>Quality Homes for All</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Assist with the development of residential development projects throughout the City including creation of additional affordable housing opportunities.	<input checked="" type="checkbox"/>	
Assist with the residential development projects in the Haynie-Sirriner neighborhood.		<input checked="" type="checkbox"/>
Administer loans and grants from the Greenville Local Development Corporation to Homes of Hope for the development of Kingsview Pointe in West Greenville.		<input checked="" type="checkbox"/>
<b>Managed Growth and Quality Development</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Facilitate private redevelopment of key properties seeking opportunities for public infrastructure investments to stimulate private redevelopment.	<input checked="" type="checkbox"/>	
Continue to assist developers and property owners on several large development projects including: the Point, Magnolia Park, Verdae, and CU-ICAR.		<input checked="" type="checkbox"/>
Continue to implement recommendations of the West Washington market study, Green Ave./Dunbar Street market study, and Reedy River Master Plan.		<input checked="" type="checkbox"/>
Obtain consultant to conduct master plan study of the Haywood Road corridor area.		<input checked="" type="checkbox"/>
Utilize Greenville Local Development Corporation for additional development projects on a citywide basis.		<input checked="" type="checkbox"/>
Partner with other Upstate area economic development organizations to recruit appropriate investments into the City, and create appropriate marketing packages for this objective.	<input checked="" type="checkbox"/>	
<b>Growing Economy with Entrepreneurial Spirit</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Develop and implement programs with Chamber and other partners to encourage small business development, particularly for neighborhood commercial services and minority business opportunities.	<input checked="" type="checkbox"/>	
Continue implementation of the countywide economic development strategy in conjunction with the Chamber of Commerce and Greenville Area Development Corporation (GADC).		<input checked="" type="checkbox"/>
Continue partnerships with Greenville Convention and Visitors Bureau, Upstate Alliance, GADC, and Chamber of Commerce.		<input checked="" type="checkbox"/>
Provide interested developers, brokers, other individuals, and communities with effective economic development marketing information and assistance.		<input checked="" type="checkbox"/>
Continue development and implementation of programs focusing on the establishment of high technology growth companies through the NEXT program.		<input checked="" type="checkbox"/>
Focus marketing efforts on selected areas for purposes of expanding the municipal boundaries.		<input checked="" type="checkbox"/>

*(ECONOMIC DEVELOPMENT CONTINUED)*

<b>Growing Economy with Entrepreneurial Spirit</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Assist Chamber of Commerce with the development of the new Small Business Collaborative.		<input checked="" type="checkbox"/>
Continue aggressive annexation strategies balancing commercial and residential opportunities.		<input checked="" type="checkbox"/>
<b>Vibrant Downtown and Revitalized Corridors</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Implement strategies and incentives to attract office development to the downtown and West End.	<input checked="" type="checkbox"/>	
Continue implementation of the Pleasantburg corridor plan focusing on redevelopment of specific properties and completion of Fresh Market commercial project.		<input checked="" type="checkbox"/>
Strengthen the downtown retail market through recruitment and marketing efforts.		<input checked="" type="checkbox"/>
Continue redevelopment in the West End including area surrounding the baseball stadium and mixed-use projects.		<input checked="" type="checkbox"/>
Encourage revitalization of areas such as Augusta Road Corridor, West Washington Street, Rutherford Road, Laurens Road, Haywood Road, Stone Avenue, Pleasantburg Drive, Pete Hollis Highway, and Wade Hampton Boulevard through the commercial corridor programs.	<input checked="" type="checkbox"/>	
Focus on completion of several key downtown development sites: Woolworth's, Auditorium site, City Hall Plaza, RiverPlace, and the Peacock Hotel.		<input checked="" type="checkbox"/>
Begin implementation of the recommendations from the Downtown Master Plan study.		<input checked="" type="checkbox"/>
Focus on initiating redevelopment of key site on Wade Hampton Boulevard.		<input checked="" type="checkbox"/>
Continue to work with Augusta Road property owners and businesses to implement marketing strategy for the Augusta Road Business Association.		<input checked="" type="checkbox"/>
Continue to work with key businesses and property owners in Haywood Road area to complete a Master Plan for the corridor.		<input checked="" type="checkbox"/>

# BUILDING AND PROPERTY MAINTENANCE DIVISION

The Building and Property Maintenance Division is responsible for the enforcement of building and property codes as adopted by ordinances, and statutes adopted by the City and the State. Codes are enforced by this division through permit issuance and inspections. Codes enforced include the International Building Code, International Residential Code, International Fuel/Gas Code, International Mechanical Code, International Plumbing Code, International Property Maintenance Code, and National Electrical Code. Other codes and ordinances include the American National Standards for Accessibility, South Carolina General Contractor's Law, and South Carolina Residential Builder's Law.



Source: Building and Property Maintenance

BUILDING AND PROPERTY MAINTENANCE DIVISION				
	2005-06	2006-07	2007-08	2008-09
	<u>Actual</u>	<u>Actual</u>	<u>Budget</u>	<u>Budget</u>
<b>EXPENDITURES</b>				
Personnel Services	\$1,150,241	\$1,237,788	\$1,327,338	\$1,404,953
Operating Expenditures	175,037	253,796	215,766	242,681
Risk Charges	24,569	10,567	36,534	28,304
Capital Outlay	0	173	0	0
	<b>\$1,349,847</b>	<b>\$1,502,324</b>	<b>\$1,579,638</b>	<b>\$1,675,938</b>
<b>TOTAL EXPENDITURES</b>				
<b>STAFFING</b>				
Administration	5	5	5	5
Inspections & Permits	18	20	20	20
<b>TOTAL STAFFING</b>	<b>23</b>	<b>25</b>	<b>25</b>	<b>25</b>

## FY 2008-09 BUDGET HIGHLIGHTS

The Building and Property Maintenance Division budget increases 6.1% over the FY 2007-08 Adopted Budget and reflects:

- Funding for demolitions at \$120,000.
- \$7,781 in fuel formerly budgeted in Fleet Services.

*(BUILDING AND PROPERTY MAINTENANCE CONTINUED)***BCEGS RATING**

The Building Code Effectiveness Grading Schedule (BCEGS) establishes criteria for grading how well a community enforces its building code requirements. The rating system, initiated in 1995 and administered by the Insurance Services Office, uses a 1 to 10 scale to indicate the relative effectiveness of a community's loss-mitigation efforts, with "1" being the best classification. Insurers may apply the BCEGS ratings in determining insurance rates for individual properties. The City's BCEGS rating improved from "5" to "3" in 1998.

**STRATEGIC INITIATIVES**

<b>Financially Sound City Providing Excellent Services</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Maintain current BCEGS ranking and seek opportunities to improve to grade 2 ranking.	<input checked="" type="checkbox"/>	
Provide additional training for staff to keep current with laws and codes, with a customer-friendly focus.	<input checked="" type="checkbox"/>	
<b>Livable Neighborhoods and City</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Enhance property maintenance inspections to reduce substandard housing.	<input checked="" type="checkbox"/>	
<b>Quality Homes for All</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Research options to encourage landlord responsibilities for rental property. Review current codes and ordinances to improve enforcement capabilities.	<input checked="" type="checkbox"/>	
Review current business processes within the division to provide a clear, customer-friendly development process.		<input checked="" type="checkbox"/>
<b>Managed Growth and Quality Development</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Review business processes and interaction within city divisions involved in permits and plan review process to ensure clear, understandable ordinances and processes for development.		<input checked="" type="checkbox"/>
<b>Vibrant Downtown and Revitalized Corridors</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Explore alternative programs to enhance code enforcement for aging building stock.	<input checked="" type="checkbox"/>	



# PLANNING AND ZONING DIVISION

The Planning and Zoning Division was created in FY 2005-06 and is organizationally located within the Economic Development Department. Duties of this division include comprehensive urban planning and implementing the new land use ordinances.

PLANNING AND ZONING DIVISION				
	2005-06 <u>Actual</u>	2006-07 <u>Actual</u>	2007-08 <u>Budget</u>	2008-09 <u>Budget</u>
<b>EXPENDITURES</b>				
Personnel Services	\$223,749	\$327,020	\$357,848	\$384,247
Operating Expenditures	34,550	52,345	33,900	64,200
Risk Charges	0	0	6,238	4,899
Capital Outlay	0	0	7,380	0
	<b>\$258,299</b>	<b>\$379,365</b>	<b>\$405,366</b>	<b>\$453,346</b>
<b>TOTAL EXPENDITURES</b>				
<b>STAFFING</b>				
Planning and Dev. Manager	1	1	1	1
Zoning Administration	3	2	2	2
Development Planner	0	2	2	2
Administrative Support	0	1	1	1
<b>TOTAL STAFFING</b>	<b>4</b>	<b>6</b>	<b>6</b>	<b>6</b>

## FY 2008-09 BUDGET HIGHLIGHTS

The Planning and Zoning Division budget increases 11.8% over the FY 2007-08 Adopted Budget and reflects:

- A summer intern is budgeted at \$7,000.
- \$18,800 for a City comprehensive plan update that is required by State law every 10 years.

## STRATEGIC INITIATIVES

Financially Sound City Providing Excellent Services	Ongoing Initiative	FY 08-09 Initiative
Promptly review all permit applications.	<input checked="" type="checkbox"/>	
Provide superior customer service.	<input checked="" type="checkbox"/>	
Provide support services to the Planning Commission, the Design and Preservation Commission, and the Board of Zoning Appeals.	<input checked="" type="checkbox"/>	

*(PLANNING AND ZONING CONTINUED)*

<b>Financially Sound City Providing Excellent Services</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Streamline the development process.	<input checked="" type="checkbox"/>	
<b>Livable Neighborhoods and City</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Work with neighborhood groups regarding growth issues.	<input checked="" type="checkbox"/>	
Begin acquisition and planning process for Reedy River Regional Park.		<input checked="" type="checkbox"/>
<b>Managed Growth and Quality Development</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Complete the Comprehensive Plan.		<input checked="" type="checkbox"/>
Develop a program of outreach regarding quality growth and development.		<input checked="" type="checkbox"/>
Implement the new zoning ordinance.	<input checked="" type="checkbox"/>	
<b>Vibrant Downtown and Revitalized Corridors</b>	<b>Ongoing Initiative</b>	<b>FY 08-09 Initiative</b>
Improve the appearance and vitality of corridors through targeted code enforcement.		<input checked="" type="checkbox"/>
Continue to implement the Pete Hollis Gateway Plan.	<input checked="" type="checkbox"/>	